

**CLAIMS:**

1. A method of promoting a web site using a can-top advertisement, the method comprising:

placing an Internet address associated with an Internet site on a can-top advertisement;

placing a first unique identifier on the can-top advertisement;

distributing the can-top advertisement on the top of a can;

presenting an Internet site to a user that navigates to the Internet address;

prompting the user to enter a second unique identifier on the Internet site; and

determining whether the second unique identifier is the same as the first unique identifier.

2. A method of promoting a web site using a can-top advertisement, the method comprising:

placing a unique Internet address associated with an Internet site on a can-top advertisement;

distributing the can-top advertisement on a top of a can;

presenting the Internet site to a user who navigates to the Internet site using the unique Internet address;

recording the user's visit to the Internet site; and

associating the user's visit to the Internet site with the can-top advertisement based on navigating to the Internet site using the unique Internet address.